

COMPANY TAKES STEPS TO CREATE A SUSTAINABLE FUTURE

ABOUT M J & M SALES & REPAIR. MJ&M Fabrication & Repair provides high quality, hydraulic hose repair and replacement services in addition to other services and parts. The company is located in Hazard, Kentucky.

THE CHALLENGE. As a company that heavily depends on the coal industry, MJ&M has seen a significant decline in business over the past 5 years. This decline has necessitated layoffs and the diversification of its product offerings.

MEP CENTER'S ROLE. MJ&M joined a consortia of east Kentucky manufacturers created by the East Kentucky Concentrated Employment Program (EKCEP) in collaboration with the Advantage Kentucky Alliance (AKA), part of the MEP National Network™, to help participants identify, vet, and implement opportunities allowing for a sustainable future.

AKA provided MJ&M research, training, and hands-on, company-centric activities, which allowed employees to gain a solid foundation of growth management principles and philosophies. The program also provided MJ&M a website to list all of the parts in the warehouse and the service provided for hose manufacturing or hose repair. The program was broken up into 2 phases. Phase 1 was an understanding of the Company's true assets and capabilities. Phase 2 was a deep-dive to uncover potential new business ventures and growth opportunities based on the company's capabilities as well as the implementation of new e-commerce website.

"AKA and EKCEP have worked with MJ&M from the very beginning of this research opportunity to recommend changes that will increase our sales, improve our inventory and satisfy our customer's needs. AKA was invaluable in identifying qualified growth opportunities that will help us sustain our improvements. It has been a real pleasure working with Ian Mooers, from EKCEP and George Biggs from AKA."

-Chad Alexander, Production Manager

RESULTS



50% more customer leads



Identified **17** new potential markets



Doubled projected sales from new customers

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